



SOCIAL MEDIA POLICY

PURPOSE

Swan Yacht Club (SYC) wishes to avoid inappropriate social media practices and promote its constructive, positive and respectful use.

OBJECTIVES

Social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, blogging, twitting, participating, sharing, networking or bookmarking to name a few. In the context of this policy and associated guidelines it refers to:

- Electronically communicated material, whether written, photographic, video or audio that is accessible by more than one member or associate.
- Platforms and sites including Facebook, YouTube, Twitter, Myspace, LinkedIn, Wikipedia, Flickr, blogs, Snapchat, instant messaging, media sharing, social bookmarking and any other type of collaborative editing concepts and sites.
- Any other forum that might reasonably be classified as social media as the term is generally used and understood. This policy and associated guidelines have been developed to protect the integrity of the club and its members.

The guidelines provide a clear statement of expectations regarding references to SYC, or its members and affiliates, as part of social media and networking activities. The policy and associated guidelines apply to all members and associates of the club, and to all social media platforms, including sites maintained and operated by SYC and sites and/or profiles used and maintained by individuals.

PROVISIONS OF THE POLICY

Consideration needs to be given to relevant legislation, particularly industrial law, codes of conduct and workplace agreements.

- Accuracy and compliance with professional rules of conduct and ethics should be encouraged as well as honest identification on social networks to create trust.
- Posts should be informative, brief and direct so that they add value to a discussion and employees reminded to be professional, respectful and discreet.
- Errors in content, spelling and grammar should be corrected promptly.



- Employees should be encouraged to respect their audience and refrain from controversial or potentially inflammatory subjects, avoid personal attack or hostile communication.
- Reminders about not disclosing confidential information and respecting privacy should be included.
- Disclaimers, such as “the postings on this site are my own and don’t necessarily represent, positions, strategies or opinions” should be included for personal use of social media.
- The importance of respecting copyright, trademarks, and trade practices law, professional rules regarding advertising and legal marketing should be emphasised.
- Users of social media should speak in first person and not use it for covert marketing or public relations.
- Online activities should not interfere with work commitments.
- Provide information about privacy settings on social networking sites and a section for frequently asked questions.

No unlawful, infringing or offensive activity

Members, guests and or employees must not post or transmit to or via the website or any social media sites any information or material or otherwise use the website or social media sites for any activity which breaches any laws or regulations, infringes a third party’s rights or privacy or is contrary to any relevant standards or codes, including generally accepted community standards. You must also not permit or enable another person to do any of those things.

PENALTY

At the determination of the Management Committee and or the General Manager (when an employee matter) the following penalties could be applied when it is considered that this policy has or may have been breached;

- Suspension of a membership
- Expulsion
- Written warning of inappropriate conduct or similar
- Legal action for damages
- Barred from becoming a member
- Barred from the entire SYC site
- Termination of a contract
- Termination of employment